The Salt Lake Tribune.

Issued every morning by

TERMS OF SUBSCRIPTION.

The Tribune is on sale in every im-cortant city of the United States. Readers of the paper may ascertain the name of the local agent in any city by telephoning this office.

Business communications should be ad-ressed. "The Tribune, Salt Lake City tab." dressed: "The Tribune, Salt Lake City, Urah "Matters for publication to "Editor The Tribune Salt Lake City, Utah."

Telephones. Hell-Private Branch Exchange, connecting all departments, call Main 5200.
Independent-Intercommunicating system connecting all departments, call 360.

Entered at the Postoffice at Salt Lake



Thursday, July 27, 1911.

For a summer climate where can you find the beating of Salt Lake's?

The report is that Jack Johnson in tends to remain in England. Can it be that he hopes to be made one of

The Graham girl who shot Stokes was found as soon as she got ready to be She is bound to keep "on the at whatever effort and cost.

San Francisco has at length selected its canal exposition site, or rather sev eral sites. In fact, it looks as though the exposition would be held all over

Taft forces win in Nebraska, carrying things with a high hand. But after good polities, and will it help at the polls next year?

We trust that when Sceretary of the Interior Walter L. Fisher comes to Salt Lake City, he will not only open his eyes wide and see things for himself, but will get out of the rut.

Nat Goodwin is said to be hiding. He ought to be, after his unmanly writings about his wives. And when he comes out, it would be a good thing if he could get another biding, from them.

their pleas of guilty with a fine of \$1000 each, which they can well afford to pay, and repeat next year. For, the court's injunction to quit violating the law will be unheard after departure from the court room.

As if he didn't have trouble enough on his hands before, Dr. Wiley is now urging that children under ten years of age shouldn't cat with their parents. years, or maybe even less, Dr. Wiley will have occasion to revise this judg-

Commenting upon Governor Wilson's Independent Company as well as year, the San Francisco Chronicle says that the Governor "has overlooked the fatal facility of his party in the line of Champ Clark.

Great Britain finds the occupation of Agadir by Germany offensive, a men ace to her routes of commerce; and so she is supporting France in the latter's anti-German position. But Germany is there, shows no signs of getting out, and what are the other nations going to do about it?

The Democratic proposition to cut the cotton tariff in half would, if enacted, be likely to stimulate the cotton manufacturing industry in this country. It would compel the trust manufacturers to unwater, and to get right down to a competitive basis that would be good for them and for the people.

The court-ordered reorganization of the Standard Oil doesn't bother John D. Rockefeller as much as his city taxes in Cleveland, as to which he is making a great roar. But the reorganizing business is up to the circuit judges, and Rockefeller is letting them fight out the problem, while he is playing

A member of the steel trust testifies before the House investigating committee that the steel trust still exists. It is a case where his word will not be doubted, especially as there is ample corroborative evidence not only of the existence of that trust, but of its active the United States. This country should tentiary, but undoubtedly he is there

A denial of the right of the Governities of big corporations engaged in interstate trade is made by John E. Parsons, the "father of the trusts." But in view of the decisions of the U. S. Supreme Court affirming such right, the Parsons denial comes rather late. But turbulent element in subjection. it wouldn't count anyway,

Germany takes compensation for suspected intentions of France and Spain in Morocco, by making the first grab, and there is even a notion backed by the American Minister, who read in Europe that the United States should step in and take a bite off Morocco. But if we are to get anything, let the "take" be the Madeira Islands from The following the first grab, and there is even a notion backed unless it actually blockades.

The fourlook in Hayti is extremely victed of crime, and whether he is in the penitentiary under due process of the doto each other as they would be do to each other as they would be do to each other. The world at large the law. If he law, If he is, the man who talks about such a felon being a good man and a member of a good family, dis to be "done."

The reference to the Golden Rule in this connection was not only outside of the rule, but a large throughout the penitentiary under due to the law. If he law, If he law, If he law to each other. The world

are anxious to have us do.

GOOD EFFECT OF THE RULING.

The recent ruling of the Interstate Commerce Commission as to freight rates in this city will be advantageous to the trade of other communities, as well as of our own. A Tribune special from Chicago yesterday morning indicated that the Chicago business men are waking up to the great opportunities afforded them by the reduction of rates decreed in this decision, and that they look for a marked increase in their trade with all of this intermountain re-That expectation can be fully realized if Chicago will enter this field with the vigor and energy which that city usually displays in the extension of its business.

The Interstate Commerce Commission was fully deliberate and cautious in coming to the conclusion it did on the rate question for Salt Lake, Spokane, and Reno. It first gave a decision in our favor in general terms, but gave the railroads from June until October of last year to make a showing of what their revenue is under present rates, and what it would be under rates determined on the principles of the preliminary decision made in June of last
year by the Commission. The railroads
complied with the requirement of the
Commission, submitted their rates in
full, and their estimates of revenue on
the old rates, and also estimates on the
new. The Commission took ample time
to consider all those rates, to weigh the
effect of the application of the changed
rates, and adhering to the principles of
its first decision, the Commission now
makes the sweeping reductions that
were noted in The Tribune report and
explanatory comments of Tuesday morning.

Undoubtedly the new rates, when they

That is my name, said the Governor,
axtending his hand in response to the
other's greeting.

"My name is Mauck." said the railroad
man, "and I am the Mayor of Wymore.
We've heard a great deal about you out here in Nebraska, and I want to wellcome you to our town. People out here are beginning to think you'd make a
mighty good President of the United
States."

"That is wry flattering indeed," replied Governor Wilson. "I assume from
that that you are a Democrat."

"Not at all," replied Mayor Mauck.

"I was elected on the Socialist ticket."

"I did not realize that the Socialist ticket."

"I did not realize that the Socialist were making so much progress in the
West," commented the Governor.

"It lan't so much may in the Mayor of Wymore.
We've heard a great deal about you out here in Nebraska, and I want to welcome you to our town. People out here are highly good President of the United
States."

"That is very flattering indeed," replied Governor Wilson. "I assume from
that that you are a Democrat."

"I did not realize that the Socialist ticket."

"I lan't so much mayor of Wymore.

We've heard a great deal about you out here in Nebraska, and I want to welcome you to our town. People out here are beginning to think you'd make a
mighty good President of the United
States."

"I was elected on the Socialist ticket."

"I did not realize that the Socialist and so per
ont satisfied with the way thin

Undoubtedly the new rates, when they city and region. They should also have Presidential contest next year to as expressed on this point in various quar. lican party has been so faithless to its If they do this the rejoicing will be gen. ple, that there was a practical overeral and widespread; but if the reductiurn of the political forces of the naall, is it a good thing to do it? Is it tion helps only the wholesale and job. tion at the election last fall. The great bing trade, then the rejoicing will be Democratic success of last year augurs correspondingly limited. But, even so, well for the Democracy in the Presidenfluence for the upbuilding of Salt Lake lamitous blundering is made in the trouble, toil, cost, and delay in getting party turns up. the reduced rates, and the effect for good must be very great.

TELEPHONE ENLARGEMENT.

The consolidated telephone business in this city certainly looks good to the and consolidated telephone exchange building for this city is assured is not only a subject for congratulation on the general building proposition, but is accepted by the people of Salt Lake as an assurance that the telephone business is sure to be conducted on a broador and more effective scale than hereto-

of the consolidated business of the Mountain States Telephone and Tele-But likely enough in about half of the graph Company, which will necessarily include many extensions and great enlargement of business, will be made ample in order to take in on one switch prediction of Democratic success next Rocky Mountain Bell Telephone Com-

The new programme looks good to the people of Salt Lake City, and every blundering " But so far about the only one will be won to an appreciation of blunder the Democrats have made is the benefits of the change by the enlarged and liberal programme of the new management.

THE HAYTIEN REVOLUTION.

The revolution in Hayti, wretched, to be looked upon by the world at large in a light of scoffing humor. But nothing is more tragic than that revolution with its attendant exuelties and atrocities among a mongrel people such as present revolution is merely a continuation or succession of former revolutions. When one party is beaten at an skites like Vardaman of Mississippi, as election in Hayti, it does not acquiesce, but bides its time, gathering to itself all the sullen ferocity and discontent Governor of a State does it, then the which attaches to the opposition party, public morality of that State is at a and that which can be detached from the successful party by reason of sins Governor Blease expressly stated that of commission or omission. When those that are discontented are supposed to outnumber the governmental party, then the malcontents begin buying and was a scandalous advocacy of murder, stealing arms and ammunition, and get up a revolt. If the present revolutionary movement is successful, the opposition party will, in its turn, get up a revolution as soon as may be, to oust defended himself by the assertion that around. The interests of humanity call as yours or mine, who ought to be out." for the subjection of Hayti (and Santo It is, to be sure, unfortunate for a Domingo as well) to the suzerainty of man of good family to be in the penitake overcharge of both "nations," al. for a sufficient cause. He is there beas long as that government is peace- there for his crime. He is a felon bement to control and regulate the activ. ful and does the right thing by the cause he has committed a felonious act. the power of veto in our resident su- and a man of good family is entirely pervisor, who would keep the peace, saide from the question. A good famfrom the United States to keep the

The ridiculous assumption of the

Portugal, as the inhabitants of them discouraging, and it is very likely that the leading nations of the world will presently insist that the United States shall take overcharge of both Hayti and Santo Domingo, or else consent to a joint occupancy of those feeble and distracted nations by the civilized powers This latter it is not likely that the United States would consent to, and therefore the prospect of the United States supervising the affairs of both those countries in the near future is promising.

PROTEST CUTS A BIG FIGURE.

Governor Wilson is telling a number of things in the East favorable to the Democratic party, that he picked up in his tour through the West. One of the most significant of those things is given by Frank Parker Stockbridge in the August number of the World's Work, evidently obtained from Governor Wilson himself. The story runs as follows:

Governor Wilson, journeying through Nebraska, got off the train to stretch his legs at the little station of Wymore. Im-mediately a keen-faced young man in blue overalls and jumper, wiping his hands on a bunch of cotton waste, ap-proached him with the question. "Isn't this Governor Wilson of New Jersey?" Jersey?"
"That is my name," said the Governor, extending his hand in response to the

Eighty per cent protest is a big dif come into effect, will be a powerful ference, but there is no doubt of the stimulant to the jobbing trade of this fact that protest will enter into the a very strong effect in reducing prices large an extent as it has ever done in by retail. A good deal of anxiety is any Presidential election. The Repubters-whether the reduced rates will, in pledges, so reckless of its obligations, fact, reduce prices to the retail buyer, so heedless of the demands of the peoif it affects only those, the general in tial election next year, provided no ca-City as a great distributing point will meantime, and provided nothing spebe sufficient to compensate for all the cially advantageous to the Republican

It looks as though the eighty per cent protest spoken of by the Mayor of Wy more will not be confined to that or any other small Nebraska town, but will be general throughout the country.

Reasons for this accumulate daily. In specified, it appears as though the House Investigating Committee cannot possibly light upon any matter of dispute or investigation in Washington without running across a nasty scandal and mis appropriation of money. The people will be apt to say that such a nest of corruption ought to be broken up at any eost, and to vote accordingly. The eighty per cent protest is abroad in the land, and is very liable to determine the result of the Presidential election

A RANTING GOVERNOR.

On the Fourth of July, Governor Cole board all the connections of the late L. Blease made a speech at Spartanurg, South Carolina, which is conspicuous for its reckless incendiarism and anarchical spirit. It added, as the New York Evening Post says, to the bad reputation which Governor Blease had already acquired. In this speech he dealt with the race question in the most brutal and lawless manner. He declared that he approved of lynching. and added that the negroes of South Carolina knew that he would not send troops to prevent their being lynched. mean, and miserable as it is, is hable He indulged in a vituperative and unrestrained tirade against the negroes. calling them "apes and baboons," and wound up by saying that if an inferior race got in the way of the Caucasian, "a little gunpowder and a few buck compose that so-called nation. The shot are often the most effective rem edy.

It is bad enough to have blather candidates for office, indulge in this sort of anarchistic talk; but when the distressingly low ebb. In that speech he would not enforce the laws of the State of South Carolina, although he had sworn to enforce them. His speech as well as a declaration in favor of

unpunished crime. Governor Blease has been lavish in his use of the pardoning power, but the party that may now succeed. It is "there are a lot of good men in the deplorable, shocking business all penitentiary, men of as good families lowing full measure of local government cause the laws of the State put him people. But there should always be The talk about his being a good man backed if necessary by sufficient force ily has nothing to do with it. Governor Blease's opinion that he is a good man has nothing to do with it. The sole question is whether he is rightly conpresent executive head of Hayti, Presi- victed of crime, and whether he is in

surely ought to be time for the legislature to impeach him and throw him out of office

The New York Evening Post, com menting upon Governor Blease's speech very properly says:

Such ruffianly sentiments, coming from a man set for the enforcement of the laws carry their own condemnation. They are, in fact, execrated by the leading newspapers of South Carolina; and it appears to be certain that Governor Blense will soon have run his course and passed from the public contempt.

But Governor Blease should not be allowed to pass into retirement peaceably; he should be impeached thrown out of office as an unfaithful Governor, as a fee to the law and to popular government, a traitor to liberty

THE CONTROLLER BAY CASE.

On June 27th last, the U. S. Senate passed a resolution calling upon President Taft to transmit to that body cop ies of all letters, maps, orders, instructions, service, applications to enter land, or for rights of way for railroad and otherwise, and all other official reports, recommendations, documents, or record in any of the Departments relating in any way to the elimination from the Chugach National forest in Alaska of land fronting upon Controller Bay. The President has now transmitted, not only everything called for in that resolution, but everything known to him that in any way relates to the Control-

The President takes upon himself the sole responsibility of enlarging the area of elimination from the Chugach forest reserve from 320 to 12,800 acres. And he shows that the rights of frontage upon the Bay have in no way passed out of the jurisdiction of Congress and of the War Department. Nothing has been done to affect in any way the pub lie rights, or to establish any monopolies injurious to the public interests or otherwise. The President's summing up of the matter is admirably done as

of the matter is admirably done as follows:

When I made this order, I was aware that the condition of public opinion in reference to investments in Alaska, fanned by charges of fraud-some well founded and others of an hysterical and unjust or false character—would lead to an attack upon it and to the questioning of my motives in signing it. I remarked this when I made the order, and I was not mistaken. But a public officer, when he conceives it his duty to take affirmative action in the public interest, has no more right to allow fear of unjust criticism and attack to hinder him from taking that action than he would to allow personal and dishonest motives to affect him. It is easy in cases like this take the course which timidity prompts, and to do nothing, but such a course does not inure to the public weal.

I sm in full sympathy with the concern of reasonable and patriotic men that the valuable resources of Alaska should not be turned over to be exploited for the profit of greedy absorbing and monopolistic corporations or syndicates. Whatever the attempts which have been made, no one, as a matter of fact, has secured in Alaska any undue privilege or franchise not completely under the control of Congress. I am in full agreement with the view that every care both in administration and in legislation, must be observed to prevent the corrupt or unfair acquisition of undue privilege, franchise, or right from the Government in that district. But every one must know that the resources of Alaska can never become available either to the people of Alaska or to the public of the United States unless reasonable opportunity is granted to those who would invest their money to secure a return proportionate to the risk run in the investment and reasonable return proportionate to the risk the investment and reasonable der all circumstances.

Those are brave, manly words, and the President is deserving of credit and honor for writing them. His idea of official duty is sound, and is admirably expressed. When we consider, as the public is assured from this statement of the President, that no monopolistic rights have been acquired, or are possi- OF A GOOD ARTICLE, ble to be acquired, on Controller Bay, and when we consider further the fu rious outery that has been raised about it, the old saying of "great cry and lit- ALWAYS BRINGS SATtle wool" comes inevitably to mind ISFACTORY RESULTS. The American people appear to be absolutely hysterical upon this consersvation proposition, and on the idea that somebody is going to rob the public, and that there is some advantage in keeping everybody away from the pub lie lands, and preventing the utilization of the natural resources of the public domain. But it is impossible to imagine how the public is going to get any advantage out of the public domain unless someone can enter upon that do main, develop the natural resources thereon, and reduce the wildness of na ture to tillage, afford opportunities for industry, and bring all to the uses of civilization. In direct line with this idea the President says in this same

The thing which Alaska needs is development, and where rights and franchises can be properly granted to encourage investment and construction of railroads without conferring exclusive privileges, I believe it to be in accordance with good policy to grant them. In this concise statement the President sums up the whole Alaska matter That is unquestionably the need of Alaska, and it is also the public need with regard to all of the mineral, forest and water power riches of that region. Unless the coal, the timber and the water power are put to use, it is absolutely futile to talk about the public having any interest in them or getting any henself from them. any benefit from them

HE "DONE IT FUST."

We find the following pointed query in Harper's Weekly:

When Judge Gary came out for the Golden Rule, did he refrain purposels from endersing David Harum's supple-mentary admonition, "But do it first?" When Judge Gary made his notorious reference to the Golden Rule in connec tion with the formation of the international steel trust, he had already "done it fust." The Golden Rule, as he applied it in this connection, simply meant good faith and firm coherence among the steel magnates; they were to do to each other as they would be done by by each other. The world at large was not only outside of the rule, but

FRECKLES的物物物物物物物

move Them With the New Drug.

move Them With the New Drug.

An eminent skin specialist recently discovered a new drug, othine—double strength, which is so uniformly successful in removing freckles and giving a clear, beautiful complexion that it is sold by Schramm-Johnson, Drugs, five stores, under an absolute guarantee to refund the money if it falls.

Don't hide your freckles under a vell; get an ounce of othine and remove them. Even the first night's use will show a wonderful improvement, some of the lighter freckles vanishing entirely. It is absolutely harmless, and cannot injure the most tender skin.

Be sure to ask Schramm-Johnson, Drugs, five stores, for the double strength othine; it is this that is sold on the money back guarantee.

ADVERTISING TALKS

Continued From Page One.

sand dollars was spent in magazines in these

Up to May 1 about \$100, 000 had been spent in newspapers, but during the month of May-one month, mind you-a total of \$100,-000 more was expended, IN ORDER TO CLINCH THE GENERAL PUBLIC-ITY and the previous newspaper advertising, AND BRING IN THE ORDERS.

At first glance a \$400,000 expenditure for advertising in seven months seems enormous-but what was the re-

THIRTY-FOUR THOUSAND SETS of the Encyclopedia were sold at a price of upward of \$150 per THAT MEANS A BUSINESS OF \$5,100,000!

So the newspaper and magazine advertising gether ONLY COST BE-TWEEN EIGHT AND TEN PER CENT OF THE TOTAL BUSINESS DONE.

When it is taken into consideration that this is the ELEVENTH EDITION of the Encyclopedia Britannica issued by the Cambridge University of England, it makes the result all the more remarkable.

One would think that ten editions, all of which were successful, would pretty near distributing as many encyclopedias as would be wanted throughout the United States.

However, it is the old, old story over again-INTEL-LIGENT ADVERTISING that makes a square business appeal to the public,

I am indebted to Mr. Frank Presbrey of the Frank Presbrey Co., who placed this business, for the facts above related. He is rather proud of the campaign and has a right to be.

(To be continued.)

It has been suggested that these advertising stories be printed in book form. I am willing to print them if form. I am willing to print them if there is a sufficient demand for them. To print the stories that have already appeared will require five volumes of about 300 pages each, and they can be printed to sell for \$1 per volume.

If you would like the five volumes, please send your name and address to William C. Freeman, 203 Broadway, New York, and you will be notified when they are ready for delivery.

How to "Shed" A **Bad Complexion**

It's foolish to attempt to cover up or hide a sallow complexion, when you can so easily remove the sallowness, or the complexion itself. Rouge and the like on a brownish skin only emphasize the defect. The better way is to apply the defect. The better way is to apply pure mercolized wax—the same as you would cold cream—putting it on at night, removing it in the morning with warm water and soap, following with a dash of cold water. The effect of a few applications is simply marvelous. The half dead cuticle is absorbed by the wax—painlessly, gradually in by the wax-painlessly, gradually, in tiny imperceptible particles-revealing the beautiful velvety white new skin

No woman need have a sallow, blotchy, pimply or freckled complexion, if she'll just go to the druggist's, get some good mercalized wax and use as suggested.—Woman's Realm.

Mills College Near Oakland, California

Keith-O'Brien Company Dry Goods

Beautiful new Neckwear

In the East, Silk Knit Ties are quite the idea.

"I paid a dollar and a quarter for this tie at another store not two weeks ago." said a gentleman yesterday.

No wonder. Our price is 65c. The line is a beauty-20 colors and patterns.

Extraordinary Values A Few Items on Which the Saving is Great



pure wool, strong and de at half regular prices.

Boys' Suits

Half-Price

Special reductions on I

A lot of men's colored knit ties, regular price 50c, to clean up entirely, each

A lot of children's crash hats, regular 75c values; to close out, each 35c, or 3 for \$1.00 erbocker, Russian and Men's athletic un shirts and drawers regularly at 75c and now, the

garment and fancy, a big lot; ance price2

GARDNER * ADAMS (C.

Our Stock of Mid-Summ **Garments Is Most Complet**

EACH DEPARTMENT

Has been supplied with the articles you are in of and are at

REMARKABLY LOW PRICES.

The remainder of our spring stock has placed in lots and priced below cost of material as to close them out. They will not last over a



OREGON SHORT LINE TIME CARD. EFFECTIVE JUNE 22, 1911.

Depart. 7:10 A.M. Chicago and Intermediate (From Order and Intermediate Bolse, Marraville 10:00 A.M. and Intermediate Montpeller going. 10:00 A.M. Ogden and Intermediate points. Ogden and Intermediate points.
Overland Limited—Omaha, Chicago, Denver. St. Louis.
Los Angeles Limited—Omaha, Chicago, A. S. Denver, St. Louis.
Overland Limited—Ogden Rene. Sacramento, San Francisco.
Ogden, Boise Portland, Butte and Intermediate.
Ogden, San Francisco and Intermediate Points.
Ogden, Brigham Cache Valley Melad and Intermediate.
Ogden, Denver Omaha, Chicago, (Park City, Green River and West Returning).
Forty-Ove-Minute Ogden Fiver. 11:40 A.M. 11:59 A.M. 1:00 P.M... 2:50 P.M. 2:50 P.M.

4:15 P.M. 5:20 P.M . 6:00 P.M .. Forty-five-Minute Ogden Flyer.

7:15 P.M. Fellowstons Park and Intermediate 7:40
11:45 P.M. Points (From San Francisco, Chicago, and Intermediate Points Also Arriving.)
Ogden, Bolse, Portland, Butte (Ely and 10:30
City Ti_ket Office, Hotel Utah. Phones 250